



Launch of a new album



Design Brief:

Your task is to create a short presentation about the launch of a new album for a chart topping band or solo artist. The audience for your presentation is university students and the presentation is to be shown in the student union to promote the new album. If your presentation is successful you will be paid £20,000 by the band and the presentation will be shown at universities across the country.

The details of the presentation are included below, but remember it is a promotional presentation so the emphasis is on making people want to buy the bands new album. Use animation and transition effects appropriately to enhance your presentation.

1. Open your presentation software
2. Pick a 'title slide' for the first slide.
3. Put the band's name as the title (either make up a name or use an existing band)
4. Put the band's new album name as the subtitle
5. Find a large image of your band and place it on the master slide and apply to all slides.
6. Make the image a 'watermark'
7. Send the image to the back, behind the titles.
8. Add your name and the date to the slide footer and apply to all slides.
9. Add a new slide with room for a title, bullet points to the left and an image on the right.
10. Set the title as 'The New Album'
11. Add the following information to the bullet points:
 - Release date
 - Number of tracks
 - Name of two tracks

12. Add an appropriate image to this slide.
 13. Add a new slide with room for a title, bullet points to the right and an image to the left.
 14. Add the following information to the bullet points:
 - Television appearances – when and which show
 - Top of the Pops appearance – when
 - Magazine Interviews – when and which one
 15. Set the title as 'Promotional details'
 16. Add an appropriate image
 17. Add a new slide with a title and a table.
 18. Set the title as 'Tour details'
 19. Set out a table showing venues and tour dates
 20. Add a new blank slide
 21. Using 'call out's or 'stars and banners' add some following information about the band or solo star such as:
 - Age
 - Birthday
 - Star sign
 - Hobbies
- You can come up with your own ideas.
22. Include the name of the fanclub (you can make this up).
 23. Create a hyperlink to the fanclub site (you can make up the web address)
 24. Make sure the call-outs are filled with eye-catching colours and that the text fits inside them appropriately.
 25. Insert a blank slide
 26. Create a gallery of images for your star/band. Pay attention to layout and overall appearance of the page.
 27. Pick an appropriate background colour (not a template) for your presentation and apply this to all slides